

**VISUAL AND VERBAL SIGN OF DONALD TRUMP'S
POLITICAL CARTOON SATIRE ON PINTEREST:
SEMIOTICS AND MULTIMODAL ANALYSIS**

THESIS



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VISUAL AND VERBAL SIGN OF DONALD TRUMP'S POLITICAL
CARTOON SATIRE ON PINTEREST: SEMIOTICS AND MULTIMODAL
ANALYSIS

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(UTARI SYAH WARDINI)

ABSTRAK

Wardini, U.S (2020). *Analisis Tanda Visual dan Verbal dari Satir Kartun Politik Donald Trump: Analisis Semiotika dan Multimodal*. Jurusan Sastra Inggris, UIN Sunan Ampel Surabaya. Pembimbing: MurniFidiyanti, M. A.

Kata kunci: tanda visual, tanda verbal, metafungsi, denotasi, konotasi, semiotika, dan multimodal.

Tesis ini merupakan kolaborasi dua bidang studi dari semiotika dan komponen multimodal yang berfokus pada tanda visual dan verbal. Teori-teori itu menyelidiki komponen tanda - tanda visual dan verbal dan cara menyampaikan makna sindiran kartun olitik Donald Trump. Ada lima puluh kartun politik yang menggambarkan kebijakan – kebijakan tersebut.

Peneliti menggunakan meta-fungsi multimodal dari Kress dan van Leeuwen dan M.A.K Halliday untuk menjabarkan poin pertama. Peneliti menguraikan komponen visual dan tanda verbal dari satir kartun politik. Untuk poin pertama juga, peneliti menggunakan teori denotasi dan konotasi dari Roland Barthes untuk mengeksplorasi makna pada satir kartun politik. Pada point kedua, peneliti menggunakan interpretasinya untuk menemukan maksud dari kartunis. Penelitian ini memberikan pengetahuan penting tentang tanda visual dan verbal dan menyampaikan makna dengan dua mode semiotik pada saat yang sama. Selain itu, penelitian ini menggunakan metode deskriptif kualitatif. Metode deskriptif-kualitatif diterapkan untuk menganalisis tanda-tanda visual dan verbal melalui kartun politik. Data dikumpulkan dengan pencarian di Pinterest. Lalu, data tersebut diambil dengan cara tangkapan layar dengan dua kriteria yang harus ada dalam gambar adalah gambar Donald Trump dan teks. Data yang diambil dilanjutkan dengan mengamati dan mengidentifikasi komponen visual dan verbal. Akhirnya, maknadiambil dengan melihat komponen tanda-tanda visual dan verbal.

Hasilnya, peneliti menemukan dua poin utama dalam penggambaran Donald Trump pada satir kartun politik. Point tersebut ialah penggambaran visual dan verbal. Pada tanda visual, peneliti menemukan penggambaran Donald Trump sebagai *mulut lebar, kepala besar, badan besar, kerdil, dan perut besar*. Lalu, dalam penggambaran secara verbal, peneliti menemukan tiga penggambaran untuk Donald Trump. Penggambaran tersebut adalah *kekuatan seorang pemimpin, cara otoriter, dan rasis*. Kemudian, peneliti juga menemukan cara dari pembuat cartoon untuk menyampaikan arti dari kartun. Pertama, kartunis menggunakan framing visual. Kedua, kartunis menggunakan kesesuaian pada tanda visual dan verbal.

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capturing the attention of other users with the combination of color, text, and image. It can be visual, speech full, and social. Generally, the language is simple and easy to understand. The goal is to attract the attention of readers as attractive as possible. In Pinterest, there are many types of users share such as motivation, animation, poem, funny video, and so on. The topic likes politic.

In recent years, most people begin to care about politics. They try to contribute toward politics. Politics is the kind of sensitive issue that depends on a country because it can affect the human inside there. Politics encompasses the activities of the governors and the citizens. It can be said that politics is the way the governor sets its citizens. They will take out the rules or policies for the benefit of a country. The rules or policies are can be good policy or bad policy.

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untry. The rules or policies are can be good polic

g news in social media, and also by a cartoon.

Cartoon is one of the media to prove the truth and have a great impact (Syaiful, 2018, p.163). From that statement, a cartoon is a way to express an opinion. It also supports the cartoonist for giving opinion.

On the other hand, a critic by cartoon is the reflection of

ss, the interactor, and the reactor. Then, the interactive meaning h
ponents such as; contact, social distance, and attitude. Lastly, the
positional component includes information, salience, and framing.
ponents, the multimodality gives the method to analyze the visual
ponents (Bezemer, 2012).

In a verbal component of the cartoon, it can be analyzed by the
onal linguistic or Systemic functional grammar theory by Halliday
ree components of the functional language. The first is the Ideation
onent. The ideational component is the experience of human action
d is the Interpersonal component that focuses on the relationship
erson to another person. The third is the Textual component that r

ponents (Bezemer, 2012).

In a verbal component of the cartoon, it can be analyzed by the functional linguistic or Systemic functional grammar theory by Halliday. There are three components of the functional language. The first is the Ideational component. The ideational component is the experience of human actions and events. The second is the Interpersonal component that focuses on the relationship between a person to another person. The third is the Textual component that focuses on the organization of the text.

ology of the Axe advertisement. The ideology is masculine research has tended to focus on the visual sign rather than on the less verbal text in the analysis. He can explore the music analysis of denotative, connotative, and myth.

The third is the thesis from Dormasi Sitanggang (2018). His research was "A Multimodal Analysis of Satire on Pinterest. His research was "A Multimodal Analysis of Satire". He focused on interrelating multimodality and semiotics. Wherever this research used Kress and van Leeuwen (2001) elements and Halliday of Metafunction theory for the verbal text. He analyzed the satire by using Lemke's Theory. Here, Sitanggang used Pinterest for his source of data that selected 20 data

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This is the research from Ayodeji Olowu (2015). He mentioned two sources of data, primary and secondary. The primary data was collected through focus group discussion and linguistic analysis of Malaria drugs advertisement. The secondary data was collected through the analysis of visual components that exist in Malaria drugs advertisement.

and 30th of June 2013 revolutions. In this research, May Samir p
h problems. In chapter 4 (Analysis and Discussion), he answer
h question number one and two about the compositional compo
al cartoons and the basic linguistic that exist inside. In the resea
r three, he does not explain in the third point. He already combi
h question number 3 into research question number 2. Whereve
used the interpretation of the researcher. It makes fewer citatio
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From the explanation above, despite those, the previous studies
al and verbal sign analysis, rarely have been conducted by putti
's political cartoon satire as the main topic whereas previous top

the explanation above, despite those, the previous studies on political cartoon satire analysis, rarely have been conducted by using political cartoon satire as the main topic whereas previous

Then, the writer selects Pinterest as a source of data because Pinterest is an interesting crock to give a specific image when someone types in a searching tab. It will appear in the specific data. Moreover, from the political cartoon on Pinterest, the researcher know what kind of policies that has so many contradiction with the citizens. Therefore, for making this research more linguistic and unique, the researcher analyzes the visual and verbal sign of the political cartoon of Donald Trump by using the theory of Kress and van Leeuwen's (2006) theory, M.A.C Halliday theory, and Roland Barthes theory. The theory of Kress and van Leeuwen focuses on the component of the visual sign. Then, the metafunction theory of Hallidayexplored the verbal sign of the political cartoon. Lastly, the denotation and connotation theory of Roland Barthes delivered the meaning of the political cartoon. All in all, this thesis has a purpose to investigate the visual and verbal sign components of political cartoons by using Kress and van Leeuwen's theory and Halliday theory. Besides, the researcher pointed out the policies of Donald Trump that exactly true or just hoax news.

1.2 Research Problems

The problems of this study are formulated into two questions :

1. What are the visual and verbal sign components of Donald Trump's political cartoon satire on Pinterest?
2. How do the visual and verbal signs of Donald Trump's political cartoon satire on Pinterest deliver the meaning?

1.3 The Scope and Limitation of the Study

This study focuses on Multimodality on the visual and verbal signs of Donald Trump's political cartoon satire that combines with semiotic of denotation

- photos, videos, critics, ideas, and motivation.

g is the literal meaning of the type of color. Then, the connotation is affected by the emotion or condition and the region by the person.

Multimodality

Multimodality is an academic method that considers interaction between different modes of communication to be more than words. Multimodal techniques have established various methods, tools, and processes for the compilation and evaluation of, for example, text, audio, visual, symbolic, and spatial aspects of connections and environments (Periasamy, 2014, p.179). A multimodal approach to text analysis takes into account the various meaning modes that express meaning, including text, audio, gestural, and technological modes (Periasamy, 2014, p.179). According to Lindgren (2010, p.4), sense presentations of Visual (modalities) are the literal meaning of the type of color. Then, the connotation is affected by the emotion or condition and the region by the person.

more than words. Multimodal techniques have been used to model the cognitive and linguistic processes, and processes for the compilation and evaluation of the symbolic and spatial aspects of connections (p.179). A multimodal approach to text analysis involves the various meaning modes that express meaning: linguistic, cultural, and technological modes (Periasamy

components of an ideational, interpersonal,

g in cartoons.

Interest

Pinterest is part of media social including images. This app was launched in November 2009 and launched in March of 2010 and has 70 million users. In this application, people can save the image and collect everything they like. It includes such as, quotes, animation pictures, funny videos, etc (Facebook). There are several popular categories such as arts, crafts, home decor, food, and food. It is an easy way to find inspiration for the decoration of your home, artwork, quotes, and little promoting your business. This app has a function to give feedback to other posts from other users. This app is useful for people around the world that have an account.

save the image and create a folder for it. You can also use the same folder for all the images you want to save. This way, you can easily find the images you need for your project.

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tion is familiar with Kate Spade, Target, Dolce & Gabbana, and other brands. They attracted followers and created their product (Pinterest). Over time, they moved from simply searching on the pinboard to choosing some products to buy. Pinterest added product catalogs and personalized recommendations based on the activity of the users along with playing Pinterest. This is one of the tricks in social media that can increase the view of the place. That activity attracts the photos or videos from somewhere that good view

3.2.2 Data Source

3.2.3 Instrument

[illegible]

3.2.4 Data Collection Techniques

In this research, the researcher took the data from the Pinterest official website; www.pinterest.com because Pinterest contains the specific political satire cartoon to Donald Trump that interesting to criticize. The researcher did some ways to collect the data:

1. Searching the political cartoon satire.

The researcher searched in the searching tool on Pinterest of Donald Trump's political cartoon satire. In this step, the researcher had qualified for the data that those included the picture of Donald Trump and the bubble thought or the bubble utterance.

- ## 2. Capturing the political cartoon satire.

The researcher captured the highest of fifty cartoons that included the picture of Donald Trump and the bubble thought. From the website of [www.pinterest .com](http://www.pinterest.com) on December, 24th 2019.

- ### 3. Observing the cartoon.

The researcher observed frequently and carefully to understand the cartoon well. Moreover, the data was also printed to observe intensively. So, the researcher could give the true meaning of the political cartoon satire.

- #### 4. Categorizing the data.

In categorizing the data, the researcher focused on the first research problem. In the second research problem, the researcher used the body language of the cartoon with the interpretation of the researcher to deliver the meaning.

3.3 Techniques of Data Analysis

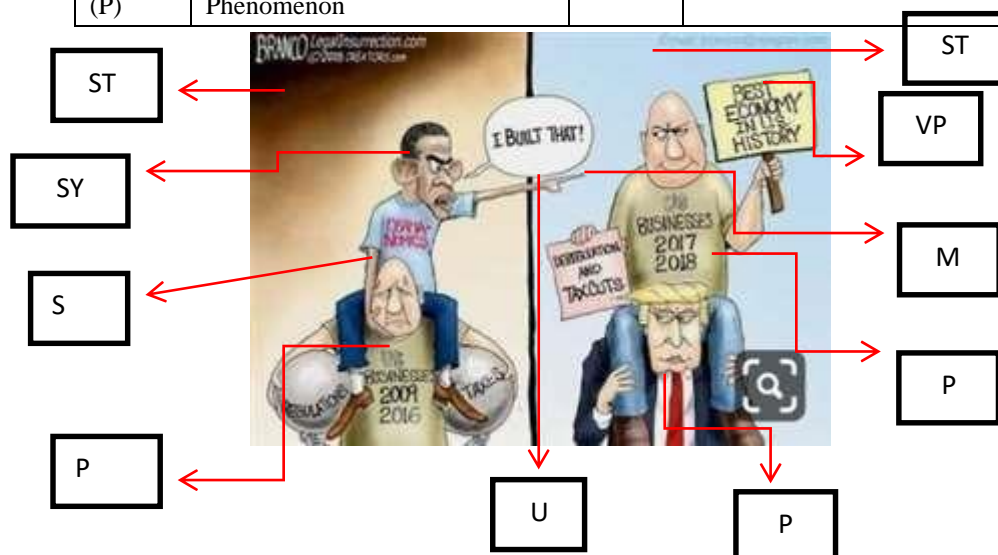
This research focused on the semiotic approach by Kress and Leeuwen, M.A.K Halliday, and Roland Barthes's theories. The researcher analyzed the composition of the visual and verbal signs found in the political cartoon.

1. Presenting the visual data.

Presenting visual data was the first step to present the representational component of the visual sign. According to Kress and Van Leeuwen (2006), there is the nineteenth component to view the representational components. The researcher made the nineteenth components as the codes easily. The codes are the data below:

Table 3.1 The Example of Coding Data

(UT)	Unidirectional transactional Action	(C)	Conversion
(BT)	Bidirectional transactional Action	(MP)	Mental process
(NTA)	Non transactional action	(S)	Senser
(A)	Actor	(VP)	Verbal process
(G)	Goal	(SY)	Sayer
(I)	Interactors	(U)	Utterance
(TR)	Transactional reaction	(ST)	Setting
(NTR)	Non transactional reaction	(M)	Mean
(R)	Reaction	(AC)	Accompaniment
(P)	Phenomenon		



2. Presenting the verbal sign.

After presenting the visual data, the researcher presented the verbal sign by the metafunction of Halliday. Based on Halliday, there are three components of the verbal sign; the ideational component, the interpersonal component, and the textual component. The researcher used the table to make it easily.

3. Interpreting

The researcher interpreted the relationship between the components of the visual and verbal sign with the meaning of the visual and the verbal sign to make the political cartoon clearly.

4. Making the conclusion.

The last, the researcher depicted the conclusion with a brief explanation by the result of this study.

the arrangement of stone is an indication of Donald Trump's policy about "Build the Wall". In 2018, there was a big issue that made citizen panic. The big issue come from Donald Trump that wants to make the United State more private by building the wall. Based on CNN Politics (2018), that Trump will restrict the United State area by the wall separating America and Mexico. From this presentment, this is the way of people, who contra with Trump, does not agree with his policy about "Build the Wall". The cartoonist depicts Donald Trump as the "Sayer" who talks too much about the restriction of the United State. So, the cartoonist depicts Trump with his big mouth to delivers the cartoon that Trump should say something important only.

4.1.1.1.2. Donald Trump is “Big Headed”

The big head is the way of the cartoonist, who contra with Trump, represents his criticism. Donald Trump is depicted as a leader who has a big head. This visualization appears in some data that has the same visualization. Those are data 1, 5, 6, 7, 11, 18, 21, 29, 43, and 50.

Data 5



an e-cigarette and nationwide up to 11 deaths by the e-cigarette. This policy of “Ban Vaping” is begun in June in San Francisco but after 4 months, Donald Trump deleted this policy.

4.1.1.2 The Verbal Components of Donald Trump's Political Cartoon Satire

From the semiotic framework of Roland Barthes's theory, the researcher found the depiction of Donald Trump as a verbal sign. There are three illustrations of Donald Trump's political cartoon satire in verbal sign, such as the power of a leader, authoritarian, and Islam-phobia. In this finding, the researcher found lots of Donald Trump's political cartoon satire is depicted "power of a leader". Here, for the detailed depiction of political cartoon satire in verbal sign.

4.1.1.2.1. Donald Trump is the Power of a Leader

In this part, Donald Trump is represented as a leader that has the power to lead his country. Here, the depiction is revealed from the relational process as the component of the verbal sign that reflects the condition or identity of the participant. For example, data 6, the word “is” is the relation of Donald Trump’s policy about “Jerusalem” and the word “capital”. Those words identify the relational process that completes the relation of signal time “present” and the circumstance “Palestine”. His power is seemed by the way Donald Trump declares to everyone that Jerusalem is the capital of Israel. This power also identifies in the data:

Funding for your programs is brought to you by the letter cuts (data

9)

Climate Change is Chinese Hoax (data 4)

The data above are Donald Trump's words to prove that he is a leader. In the data 9, it looks by the words "is brought" that represent something that already happened in the past. By those words, the cartoonist revealed the power of Trump that Trump already cut the money for the Palestine program. Here, the relational process implies the signal time to explain the relation of the participant with the condition at that time. Then, in the data 4, he also uses the relational process to say that Chinese spreads the hoax news about Climate Change. It makes the readers suggest that Donald Trump has the power to declare something. In data 4, Trump spreads to the public that he does not believe in what the Chinese government says. Donald Trump makes the utterance strengthen in the word "is" represents the signal time at that time and the word "Hoax". So, this is the way of the cartoonist proves that Donald Trump has power as a leader to cut the funding and to declare freely.

4.1.1.2.2. Donald Trump is Authoritarian Style

As the depiction of a verbal sign, Donald Trump is illustrated as a leader that has capability to control his country. Here, the depiction is revealed from the process material as the component of verbal sign whereas the material process is reflecting the action or something happens. As follow the data 1, the word “Build” is the action of Donald Trump’s utterance that refers to the authoritarian style. Then, the word “The wall” is an object of the material process that completes what Donald Trump will do. His authoritarian is seem by the way Donald Trump

This policy reflects Donald Trump that he cannot be a neutral leader. From this policy by using the material process, Trump declares to the airport to closed tourists from Islam countries. So, this is the way the cartoonist proves that Donald Trump is a racist leader.

4.1.2. The Way the Cartoonists Deliver the Meaning

This section represents the second research problem that this part uses the combination of Kress and Van Leeuwen (2006) Theory and Roland Barthes theory of Denotation and Connotation theory. Those are used to reveal the visual and verbal sign of Donald Trump's political cartoon satire to deliver the meaning. The cartoonist creates the political cartoon satire as phenomenal as possible that they try to attract the viewers at that time. Through the visual and verbal sign, the researcher concludes that there are two ways of the cartoonists deliver the meaning. The first, the cartoonists use visual framing. The second, the cartoonists convey the meaning by the congruence of visual and verbal sign.

4.1.2.1. Visual Framing

In this part, the researcher found the way of the cartoonist to convey the meaning. The researcher caught the component whereas that component is the connection between the cartoonists with the viewers. That component is framing. In the visual component, framing locates in the compositional meaning that appears in 50 political cartoons satire above. In this case, those cartoons shows framing clearly that can be seen the doer and the action. Here, the cartoonist choose and arrange the cartoon to publish it. They realise the position of the

Here, the cartoonist depicts the knife as a something dangerous. This visual framing is called connotative meaning. From that visual framing, the viewer can infer meaning that Donald Trump is in danger situation or in problem. Visual framing in 50 political cartoons satire above is easier to catch if there is a “Tool” or the “Mean” in a cartoon. From the tool, the viewers get something from the cartoon.

2. The Congruence in Visual and Verbal Sign

In this subsection, when a cartoon is represented in two modalities, visual and verbal, it will affect the meaning. This effect can be congruent or incongruent. Congruence happens when a cartoonist creates a cartoon as a visual sign and a verbal sign (Donald 2015: 100-1). In the cartoon, the verbal sign

Visual and Verbal Sign

subsection, when a cartoon is represented in a certain way, it will affect the meaning. This effect can be observed when a cartoonist creates a cartoon.

For example, the congruence appears in data 31. In this data, the visual depicts a colourful stand which is written “Flavored Vapes”. That case

satire. The second is the meaning of the visual and verbal signs of Donald Trump's political cartoon satire.

For the first discussion, the findings already portrayed the total number of political cartoon satire's components that reflects the depiction of Donald Trump in the visual and verbal sign. Here, the researcher found that the political cartoon satire has different components. It is affected by different issues, participants, and tools of the cartoon. Every cartoon represents different issues because the doer and the action of each cartoon are different. The researcher counted all the components around 317 components from fifty political cartoons. The researcher found the doers of visual sign's component were 110 components. Those are the "Sayer" 32 of 110 components, the "Phenomenon" is 28 of 110 components, the "Senser" is 15 of 110 components, the "Actor" is 12 of 110 components, the "Reacter" is 13 of 110 components, the "Goal" is 5 of 110 components, the "Accompaniment" is 5 of 110 components. So, from 317 components, there are 110 that represent the doers. It means that in the political cartoon, the cartoonist uses various participants to support those political cartoons satire. Then, the researcher also found 50 components of the "Mean", 50 components of the "Setting", 35 components of the "Verbal process", and 72 components of the "Bubble thought". Those findings prove that each cartoon uses various participants and tools in fifty political cartoons satire. On the other hand, the cartoonist created the political cartoon satire with "Offer eye contact". It happens because the participant in the cartoon does not see to the viewers. It means that the cartoonists give the chance to the readers to interpret the meaning of the cartoon.

Moreover, the researcher found the way of the cartoonist deliver the message. The first, the cartoonist delivers by visual framing. The second, the cartoonist conveys by the congruence in the visual and verbal sign. That become the way of the cartoonist to deliver their arguments or their critics. All in all, by analyzing all the findings of this study, the writer already proved that the components of political cartoon satire relate to give the meaning of it. Moreover, this study can reveal that the verbal sign in the political cartoon can disclaim the visual sign.

Suggestion

As a final result, the researcher explored the multimodality on the political cartoon satire. It represents whether in the component of visual and verbal

s study, the writer already
ate to give the meaning
sign in the political carto

5.2. Suggestion

As a final result, the researcher explored the multimodality on the political cartoon satire. It represents whether in the component of visual and verbal sign or denotation and connotation meaning. The researcher found the relation of the component visual and verbal sign. In other words, the researcher found the depiction of visual and verbal signs in the political cartoon satire. Therefore, for further investigation, the researcher truly suggests that the other researcher analyze the political cartoon satire on other fields such as CDA. This way can produce interesting collaboration. Then, by the suggestion, the writer hopes that this study can be a reference for linguistics and can inspire them.

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